



APR 27

Forsyth

gk

**FSC-186-A**

910-741-5000  
Winston-Salem, N.C. 27102

April 21, 1994

To All Region Operations Managers

Subject: Peer Marketing Associates -- "Full Partner" Program

The Forsyth Products Group needs your assistance in working with those distributors associated with Peer Marketing. (Account List - Attachment I). It is important that RJR meets with all Peer Marketing distributors to discuss the new "Full Partnership" Program offered by Forsyth and RJR. (Full Partner Program - Attachment II). Forsyth believes that with the current Peer pricing (Peer Pricing - Attachment III) and RJR's full partner support, in conjunction with RJR's new F.O.C.U.S. Program, we can achieve a more positive partnership with Peer Marketing.

Please contact all Peer members as soon as possible and discuss our new program of identifying full partners. Review pricing and, of course, be sure to remind the Peer members of the positive effect this partnership could have on it's RJR F.O.C.U.S. Program.

We request that you complete the Full Partner Requirements Form (Attachment IV) and fax to both Jim Piscitelli (Forsyth) and Leslie Chick (Peer) at the fax numbers on the form. We would appreciate receiving these forms no later than May 25.

Potential New Peer Members (Attachment V)

We are currently negotiating with Peer to expand current brands in some geographical areas. Peer's board will then consider a "Limited Membership" for Forsyth brands. Based on requests from wholesalers, due to our F.O.C.U.S. Program, and , no additional Forsyth brands available to distributors, a wholesaler could obtain a brand from Peer. If you identify distributors that may be interested in being our "Full Partner" and would consider joining Peer, complete Attachment V and fax to J. M. Piscitelli and Mr. Leslie Chick. Wholesaler will be contacted directly by Peer at a later date.

Your cooperation in handling this project for Forsyth and Peer is most appreciated. Please consider all the information in this letter and it's attachments as **CONFIDENTIAL** between you and your Peer members.

If you have any questions, please direct them to Jim Piscitelli at 216-779-1888.

Good Selling!

FORSYTH TOBACCO PRODUCTS  
A Division of R. J. Reynolds Tobacco Company

S-3

"We work for smokers."

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# ATTACHMENT I

MONTHLY SHIPMENTS IN 12M CASE EQUIVALENTS FOR AUSTIN / PEER MARKETING ( JMP 1200)

(PLACCOUNTREPORTMONTH.DMC PAGE 2)

DIRECT ACCOUNT NUMBER NAME & STATE	WHSE	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	↓ AVG LAST4	TOTAL LAST12	#STORES SUPPLIED	AVG# CTNS/ STORE LAST4
4426800 MOUNTAIN CANDY & CIG. CO., INC NY	42	19	0	0	4	0	0	3	6	0	17	0	2	5	51	NA	NA
TOTAL		19	0	0	4	0	0	3	6	0	17	0	2	5	51	NA	NA

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															AVG#			AVG#
															CTNS/			STORE
															AVG	TOTAL	#STORES	STORE
DIRECT ACCOUNT NUMBER NAME & STATE	WHSE	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	LAST4	LAST12	SUPPLIED	LAST4	
5370000 RELIABLE VENDING SERVICE, INC. FL	64	36	41	47	31	38	25	30	35	31	30	30	37	32	411	NA	NA	
5443590 SCHROEDERS WHOLESALE, INC. IN	40	23	17	16	20	6	9	6	7	7	2	9	3	5	125	NA	NA	
5451390 ANDREW M. HEAD GA	41	186	105	108	3	70	102	162	71	218	86	25	61	981	1197	NA	NA	
5460780 THE GILLETTE COMPANY, INC. CT	33	26	15	25	25	8	11	9	9	12	7	6	9	9	162	NA	NA	
5484000 J. J. ROGERS & SONS, INC. MS	58	18	30	39	4	18	19	24	19	31	9	2	19	15	232	NA	NA	
5562000 HATTIESBURG GROCERY CO. MS	93	22	28	17	25	22	13	12	18	13	7	7	7	9	191	NA	NA	
5622500 CENTURY DISTRIBUTORS, INC. MD	38	36	51	104	18	6	5	42	0	0	12	9	12	8	295	NA	NA	
5712130 NORTH CENTRAL DISTRIBUTORS, INC TX	18	67	59	65	50	4	17	32	43	26	11	10	17	16	401	NA	NA	
6502800 JOHN F. TROMPETER CO. KY	40	21	16	16	16	14	8	6	7	20	0	0	0	5	124	NA	NA	
6594000 UNITED DRUG SERVICE INC. DC	38	96	84	129	91	34	33	30	93	76	71	41	28	54	806	NA	NA	
6984000 WIEMUTH & SON COMPANY, INC. IN	45	14	29	12	41	5	16	10	3	5	1	5	5	4	146	NA	NA	
7550400 BERCOVICH-SOSNICK CANDY CA	8	14	24	36	13	28	26	21	16	15	16	10	21	16	240	NA	NA	
7562300 BUR-BEE CO. WALLA WALLA, INC. WA	81	63	46	0	30	2	3	16	9	4	11	17	12	11	213	NA	NA	
7567300 CAPITAL CIGAR & CANDY CO. CA	96	81	98	93	67	67	66	56	37	44	40	36	37	39	722	NA	NA	
7675100 IDAHO CANDY CO. ID	94	160	175	144	140	64	65	132	81	273	0	0	9	71	1243	NA	NA	
7688400 KENNEDY WHOL., INC. CA	34	13	57	58	1	0	1	2	9	9	8	3	7	7	168	NA	NA	
7914000 MELVIN SOSNICK CO. CA	8	15	8	24	2	6	6	2	2	1	7	5	0	3	78	NA	NA	
9275430 DUSA DISTRIBUTION CENTER, INC. FL	20	52	47	71	18	0	5	26	1	56	0	0	8	16	284	NA	NA	
9583580 CITY SALES, INC. IN	46	50	10	17	24	14	5	10	0	6	1	2	0	2	139	NA	NA	
TOTAL		3156	3419	3606	2331	1550	1234	2145	1982	1763	1104	1132	1157	1289	24578	NA	NA	

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DIRECT ACCOUNT NUMBER NAME & STATE		WHESE	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	AVG LAST4	TOTAL LAST12	#STORES SUPPLIED	AVG# CTNS/ STORE LAST4
155000	ANDALUSIA DISTRIBUTING CO. INC. AL	60	49	67	18	5	1	8	5	5	4	4	7	4	5	177	NA	NA
881700	CALDWELL WHOLESALE CO. LA	69	9	8	8	10	9	9	10	2	1	3	1	6	3	76	NA	NA
991800	CASH-WA DISTRIBUTING CO. NE	21	241	294	565	0	145	166	133	279	289	79	158	118	161	2467	NA	NA
1534800	PETER P. DENNIS, INC. NJ	42	35	105	88	9	29	33	34	33	30	11	13	16	18	436	NA	NA
1618300	DOUGLAS TOBACCO PRODUCTS, INC. AR	69	15	9	10	9	7	8	15	0	0	0	2	0	1	75	NA	NA
1619300	DOUGLAS CENTRAL ARK. CO., INC. AR	58	40	43	27	27	22	15	23	20	19	15	28	19	20	298	NA	NA
1740000	L.A. EDLBECK COMPANY WI	70	32	33	30	28	26	18	16	16	12	15	14	15	14	255	NA	NA
1884900	THE GEORGE J. FALTER CO. MD	38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA
1907510	DOUGLAS NORTHEAST, INC. AR	58	38	29	31	18	22	16	18	19	13	6	14	10	11	234	NA	NA
2302800	GOLDSMIT BLACK, INC. WV	48	0	0	208	189	220	179	20	0	0	0	0	0	0	816	NA	NA
2513500	GUMMER WHOLESALE CO., INC. OH	45	51	47	53	51	41	20	11	11	8	6	3	7	6	309	NA	NA
2568200	HAGMAN OF TOPEKA KS	54	5	3	3	0	0	47	0	0	0	0	0	0	0	58	NA	NA
2569200	HAGMANS, INC. KS	6	93	87	76	111	111	77	229	83	125	192	24	22	91	1230	NA	NA
2571000	HAGMAN'S, INC. MO	6	43	58	51	53	60	36	32	38	34	148	17	35	59	605	NA	NA
2571100	HAGMAN'S, INC. OK	28	27	26	35	37	23	19	20	0	0	13	10	26	12	236	NA	NA
2571600	F. S. EDWARDS TOB. CO. KS	54	37	26	67	124	12	48	53	3	25	2	10	12	12	419	NA	NA
2593350	HAGMAN'S KS	28	0	0	0	0	5	12	0	0	2	1	0	0	1	20	NA	NA
2860500	HOLIDAY WHOLESALE, INC. WI	70	459	477	321	625	345	268	371	396	527	121	409	243	325	4562	NA	NA
3265830	NODAK DISTRIBUTORS ND	98	0	0	36	0	0	0	0	0	0	0	0	0	0	36	NA	NA
3376000	KLAFTERS, INC. PA	48	6	9	0	10	3	0	2	1	1	1	1	0	1	34	NA	NA
3665860	HAGMAN'S, INC. KS	54	11	12	19	13	13	12	13	13	14	8	10	9	10	147	NA	NA
3734400	SOL LOEB COMPANY GA	60	23	29	16	5	13	10	2	4	3	5	0	0	2	110	NA	NA
3839400	MCCARTY-HULL CIGAR CO., INC. TX	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA
4169700	MERIDIAN CIGAR & TOB. CO., MS	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA
4224330	LINCO DISTRIBUTORS, INC. TN	71	28	0	4	4	5	1	19	2	0	0	0	0	0	63	NA	NA
4233600	MIDDLESEX TOBACCO		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA
4426800	MOUNTAIN CANDY & CIG. CO., INC NY	42	2	0	1	1	0	1	4	67	284	0	0	26	78	386	NA	NA
5031600	PINE STATE TOB. & CIG. CO. ME	24	56	10	0	0	0	0	0	0	0	0	0	0	0	66	NA	NA
5139600	R. W. POOL, INCORPORATED IN	46	28	24	59	1	6	14	25	12	15	15	7	19	14	225	NA	NA
5271550	WAGNER CANDY COMPANY KY	55	292	585	300	100	0	5	8	2	0	8	10	41	15	1351	NA	NA
5581200	THE S & S COMPANIES		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA
5796020	MCCARTY-HULL, INC. TX	26	353	417	360	293	236	248	547	69	562	35	179	268	261	3567	NA	NA
6118000	STANDARD-ROSENBAUM, INC. NY	7	59	72	74	38	39	32	51	8	26	17	25	35	26	476	NA	NA
6180000	STEWART CANDY CO. GA	41	72	43	44	27	13	12	97	138	13	3	3	5	6	470	NA	NA
6293000	TAG DISTRIBUTORS CORP. TN	52	21	14	28	11	12	12	9	6	4	4	3	6	4	130	NA	NA

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DIRECT ACCOUNT NUMBER NAME & STATE	WHSE													AVG#		TOTAL	#STORES	STORE
		4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	LAST4	LAST12			
6493400 TRI-MART CORPORATION	WI 12	19	11	38	3	14	15	32	39	70	29	12	19	33	301	NA	NA	
6829800 WEEKE WHOLESALE CO.	IL 9	28	72	20	67	22	33	84	1	50	0	11	28	22	416	NA	NA	
7562300 BUR-BEE CO. WALLA WALLA, INC.	WA 81	100	68	93	69	22	36	83	37	51	9	26	29	291	623	NA	NA	
7562500 BUR BEE COMPANY	WA 81	27	18	13	20	4	12	10	12	2	2	5	6	4	131	NA	NA	
7872880 NEW HAVEN TOBACCO COMPANY	CT 42	4	7	4	3	4	3	5	5	7	0	1	4	3	47	NA	NA	
9275430 DUSA DISTRIBUTION CENTER, INC.	FL 20	24	20	40	4	0	0	0	2	20	0	0	0	5	110	NA	NA	
9634340 NORTHLAND TOBACCO CO.	MI 25	29	28	25	21	25	12	20	2	10	9	14	3	9	198	NA	NA	
TOTAL		2356	2751	2765	1986	1509	1437	2001	1325	2221	761	1017	1031	1258	21160	NA	NA	

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MONTHLY SHIPMENTS IN .12M CASE EQUIVALENTS FOR JACKS / PEER MKTING ( JMP 1200)

(PLACCOUNTREPORTMONTH.DMC PAGE 71)

DIRECT ACCOUNT NUMBER NAME & STATE	WHSE													AVC#		TOTAL	#STORES SUPPLIED	STORE LAST4
		4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	LAST4	LAST12			
991800 CASH-WA DISTRIBUTING CO.	NE 21	0	0	110	22	22	13	21	36	59	0	8	16	21	307	NA	NA	
TOTAL		0	0	110	22	22	13	21	36	59	0	8	16	21	307	NA	NA	

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MONTHLY SHIPMENTS IN 12M CASE EQUIVALENTS FOR PRICE MASTER / PEER MARKETING

JMP  
( JSE 2500)

(PLACCOUNTREPORTMONTH.DMC PAGE 106)

DIRECT ACCOUNT NUMBER NAME & STATE	WHSE		4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	LAST4	AVG	TOTAL	#STORES	STORE
4111500 MERCHANTS WHOLESALERS OF	MO	9	392	484	648	0	0	102	104	115	342	220	134	163	215	2704		NA	NA
4401630 GORDON'S WHOLESALE, INC.	IL	47	106	112	76	66	5	0	32	0	0	0	0	2	1	399		NA	NA
4931020 GORDONS WHOLESALE	IA	14	12	19	31	2	20	10	13	26	25	15	27	15	21	215		NA	NA
TOTAL			510	615	755	68	25	112	149	141	367	235	161	180	236	3318		NA	NA

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